ECONOMIC COMMISSION FOR EUROPE

COMMITTEE FOR TRADE, INDUSTRY AND ENTERPRISE DEVELOPMENT
Fifth session, 13-15 June 2001
Item 5 of the provisional agenda

INFORMATION BULLETIN N°. 1

FORUM
TRADING INTO THE FUTURE
E-SERVICES FOR TRADE, INVESTMENT AND ENTERPRISE

11-12 June 2001

WORKSHOP
SUCCESSFUL SERVICES EXPORTING

Organized Jointly by the

United Nations Economics Commission for Europe
and the
International Trade Centre

12 June
Palais des Nations, Geneva, Switzerland
OVERVIEW OF THE FORUM

BACKGROUND

The dynamic development of the service sector is a high priority for all countries. The service sector is the key to promoting restructuring of industry and stimulating enterprises and entrepreneurship, especially in countries which are in transition to market economies.

Moreover, the development of services in the modern economy contributes directly to economic development and encourages employment creation. Recognizing the importance of these issues, the United Nations Economic Commission for Europe (UN/ECE) has decided to hold an international forum on the implications of services development for trade, investment and enterprise and particularly in those services that can be delivered electronically.

To that end and as a continuation of the successful forum held last year, the UN/ECE will hold a two-day Forum on e-Services for Trade, Investment and Enterprise on 11 and 12 June 2001, immediately prior to the annual session of its Committee for Trade, Industry and Enterprise Development. The Forum will be part of the UN/ECE’s Committee for Trade, Industry and Enterprise Development, which will consider the policy implications of the recommendations from the Forum at its meeting from 13 to 15 June and recommend a practical two-year United Nations initiative focused on recommendations for action by Governments and enterprises to promote trade in e-services within the region.

Speakers will include high-ranking officials from UN/ECE member States and key players in industry both at the regional and global level.

Further, in cooperation with the International Trade Centre (ITC), a one-day practical workshop, offering modern techniques for successfully exporting services will be held in parallel on 12 June. International experts will offer useful strategies, case studies and advice to leading entrepreneurs and representatives of the region on all facets of services marketing and exporting.

OBJECTIVES

The objectives of the Forum are to examine the service sector and its impact on the economies in the region:

- estimate the impact of recent developments in the Internet and electronic commerce for e-enabled services in the region;
- consider new ways of promoting service-sector business in the region, especially for SMEs;
- identify the needs for capacity building in the region to enhance the service sector;
- promote awareness of ‘best practice’ in the service sector, especially regarding electronic commerce for trade, investment, innovation and enterprise development;
- assist in encouraging responsible and ethical business standards in the “new economy”;
- review the infrastructure and prospects for services in the countries of central and eastern Europe and
the Commonwealth of Independent States;

- assess the World Trade Organization requirements, including those of the General Agreement on Trade in Services (GATS).

The Forum should also help define relevant elements for the future work programme of the Committee.

TARGET AUDIENCE

The Forum is targeted to the following four groups:

- representatives and policy makers of Governments in the region
- leading entrepreneurs and representatives of service-sector enterprises
- potential investors in the service sector in the region
- representatives of international organizations, donor agencies, non-governmental organizations, and trade associations.

WHY ATTEND?

The expected benefits of the Forum are:

- for policy makers, to understand the opportunities offered by the e-services sector and the policy or regulatory issues implied; to comprehend the shift from the industrial to the service sector, taking advantage of the level of education, training and technological know-how in the region; and to assist them in defining the employment creation opportunities resulting from the growth of the services sector;
- for leading entrepreneurs, to understand better how to enter trade in services and the opportunities offered in the transition economies market using the new technologies;
- for potential investors, to learn how to get into these markets with least cost and manage the risks inherent in trade in e-services;
- for international agencies and NGOs, to meet a cross-sector of entrepreneurs and representatives of service-sector business from throughout the region.

Participants will be able to meet with experts from all over the world and discuss the exciting market opportunities, become acquainted with the latest technological and regulatory developments, and gain insider knowledge from experts in the field.

EXPECTED OUTCOME AND FOLLOW-UP

The Forum is expected to:

- recommend a practical two-year United Nations initiative to promote trade in e-services in transition economies focused on preparing recommendations for action by Governments and enterprises;
- provide distance learning opportunities over the Internet to reduce the digital divide;
- contribute to the commitment of Governments to develop a business dialogue with the private sector;
- endorse UN/ECE policy recommendations on best practices to stimulate the service sector.
ADVANCE PROGRAMME*

DAY ONE
Monday 11 June 2001

10:00 Opening Session

Welcome address
Dr. Danuta HÜBNER
Executive Secretary, UN/ECE

Keynote speaker
His Excellency, Mr. Boris TRAJKOVSKI
President of the former Yugoslav Republic of Macedonia

The role of e-services for economic growth
Mr. Dominique STRAUSS-KAHN*
former Minister of Economy and Finance, France

Do e-services create new ways in trading?
To be confirmed

10:45 Session I

Innovation and Enterprise Services (creativity and energy)

Chairperson
Mr. A. V. VOLOKITIN,
Minister, Ministry of Communication and Information, Russian Federation

Rapporteur
Mr. P. GANNON
Senior Vice-President, BEA Systems, Inc

Opening: E-Marketplace business model in the new economy
Mr. Bill GATES
Microsoft Chairman, Presentation by Internet

New business opportunities in the e-market places
Mr. Bernard VERGNES
Chairman Emeritus, Microsoft, EMEA

* Information subject to change.
Mobile-commerce in services
Mr. Karl ALSMAR
Executive Vice-President, Ericsson

E-Services: Moving beyond today’s reality
Mr. Paul. JEREMEAS
E-services Business Manager, Hewlett-Packard

Creating and financing high growth SME enterprises
Mr. Olivier TAVEL
Senior Partner, Venture Partners

Potential for network based growth of trade in services
Mr. M. VEKOVIC
Vice-President for Marketing, Europe ICN Pharmaceuticals

13:15 LUNCH BREAK

15:00 Session II
e-Services in trade logistics and distribution

Chairperson
Professor Francis-Luc PERRET
International Institute for the Management of Logistics, University of Lausanne, Switzerland

Rapporteur
Mr. Mike DORAN
Senior Administrator, European Nuclear Research Institute (CERN)

Are operations managed more effectively using e-services?
Mr. V. MATHIVANAN
Chief Executive Officer, Singapore Network Services Pvt Ltd.

Horizontalization of e-services
Dr. Christian FRÜHWALD
Vice-President, Global Logistics, Siemens AG

Achieving operational advantages in distribution
Mr. Georgie NASANOV*
Director General, EAN, Russian Federation
E-services in logistics and supply chain management
Mr. Vratislav KULHANEK*
Chairman of the Board, Skoda Auto

E-services versus regulatory authorities
Dr. Martin RAAB
Managing Director, Deutsche Post, e-Business Gmbh

E-commerce and freight forwarders, what our industry must consider
Mr. V. Christopher J. GILLESPIE
President and CEO, Gillespie-Munro Inc.

17:15 Discussion on performance and market response to quality in e-services

Chairperson
Mr. Nic De MAESSCHALCK
Director, World Federation of Insurance Intermediaries

Keynote Speakers
The complementarity between investment and trade in the new service economy
Dr. Orio GIARINI,
Special Adviser, ASEC/Geneva Association

Increasing credibility and access to foreign financing
Mr. E. FIECHTER
Partner, Law Firm, Secretan Troyanov

DAY TWO
Tuesday 12 June 2001

10:00 Plenary: Banking, Insurance and Securities

Chairperson
Sir Derek THOMAS
Senior Advisor, Rothschild & Son

Rapporteur
Mr. J. ARKELL
Director, Insurance Outlook, ASEC/Geneva Association
Allocation of resources to economic activities
H.E. Mr. Karim MASSIMOV
Minister of Transport and Communications*, Kazakhstan

E-services and the role of the insurance sector
Mr. Y. ZAYTSEV
Member of the Executive Board, Head of the Information Technology SWISS RE

E-banking services in support of international activities
Deutsche Bank*

Innovative e-banking services: success and failures
BNP Paribas*

Financing the knowledge-based economy in central and eastern Europe
Mr. Peter REINIGER
Business Group Director, Banking Department, EBRD

Accurate financial back-office operations via e-services
Mr. Jean-Francois des ROBERT*
Director, Compagnie Nationale des Commissaires aux Comptes, France

Securities: How will stock exchange develop in transition economies using e-services?
To be confirmed

12:15 Discussion on Transparency, responsibility and ethics in the e-service sector

Chairperson
Professor . P. H. DEMBINSKI
Secretary General, Observatoire de la Finance, Geneva

Keynote speakers
Professor Janet WINTERS
The Business School, Canterbury Christ Church, University College

Ambassador Philippe LEVY
Chairman of the Swiss group, ‘Transparency International’

13:15 LUNCH BREAK
15:00  Session IV: E-services and the role of international organizations

Chairperson
Ambassador MARCHI
Former Chairman of the WTO Committee on Services, Canada

Rapporteur
Mr. Dr. Engelbert RUOSS*
President R.I.O. IMPULS, Forum für Ökonomie und Ökologie

Keynote speakers

Enforcement of Intellectual Property Rights and trade in services
Mr. Dan COOPER*
Lawyer Covington&Burling

Trade in financial services and sustainable investment
To be confirmed

GATS\(^1\) the current regime and future developments
Mr. David HARTRIDGE*
Director in Charge, Telecommunications Services, World Trade Organization

Panellist’s from the following organizations:
- European Commission
  Mr. Jean-Pierre EUZEN
  Head of Sector, Electronic Commerce Information Society

- United Nations Conference on Trade and Development
  Mr. Zhongzhou LI

- United Nations Commission on International Trade Law
  Mr. Renauld SORIEUL
  Senior Legal Officer

- International Organization for Standardization
  Mr. Daniele GERUNDINO
  Assistant to the Secretary General

\(^1\) General Agreement on Trade in Services, WTO
- World Bank
  To be confirmed

- World Intellectual Property Organization
  Ms. Lucinda JONES

- Société Internationale de Télécommunications Aéronautiques (SITA), Switzerland
  Ms. Rosa M. DELGADO

17:15 Closing Session: Realizing the potential

Future Policy Issues
Mr. Gusein BAGIROV
Minister of Trade, Azerbaijan

E-services: Pre-conditions and challenges
Mr. Alexander CHUBATENKO
Head of Ukrainian Parliamentary Committee on e-commerce, Ukraine

E-service strategy, key elements for success
To be confirmed

Employment prospects in the e-services sector
Deutscher Gewerkschafts Bund*

Recommendations from the Forum
Dr. Carol COSGROVE-SACKS
Director, Trade Division, UN/ECE
### Session Schedule

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<td><strong>Presentation</strong></td>
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<td>Opening Session</td>
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<td>III. Plenary: Banking, Insurance &amp; Securities</td>
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<td>II. e-Services in Trade Logistics &amp; Distribution</td>
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<td>IV. International Frameworks for Regulation and Supervision</td>
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<td>Discussion Performance and market response to quality in e-services</td>
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### OVERVIEW OF THE WORKSHOP

#### Tuesday, 12 June

**SUCCESSFUL SERVICES EXPORTING**

**Exporting a service, not a product**

Services are intangible and are created after you agree to purchase them. This causes specific challenges for the service exporters that product exporters never face. This topic examines useful approaches for services exporters.

**The Export Process**

An overview of the three stages of exporting services.

**Establishing Credibility in a New Market**

Practical tips and strategies on how to showcase expertise and earn credibility in a foreign market.

**Relationship Marketing: creating a relationship with your clients**

This topic looks at the use of relationship marketing as a way to attract and retain new clients.

**Effective Networking**

Strategies for effective networking at international events.
Creating Successful Strategic Alliances
How to select partners, create agreements and ensure the success of an alliance.

E-Trade: E’ing your Organization, taking advantage of the Digital Economy
Cutting through the hype and hyperbole, this topic examines what this actually means for you and your organization. Things you can do to live, thrive and survive in the increasingly connected E-World.

Case studies presented by Microsoft
Presented by ATLAS.CZ*

Innovation, staying one step ahead of the competition
Successful services firms are those that innovate as a matter of competitive survival. How to expand market niches by continually innovating.

Resources and Referrals
Sources of assistance, handbooks, publications, websites, with live online Demonstrations.

Presenters
Ms. Doreen CONRAD, Head, Trade in Services, UNCTAD/WTO International Trade Centre
Mr. Ian WORRELL, Adviser, Trade in Services, UNCTAD/WTO International Trade Centre
Dr. Dorothy RIDDLE, President & CEO, Service-Growth Consultants Inc
Mr. Les ARANY, Team Leader, Services Industries Branch, Industry Canada, Government of Canada

Accommodation
Participants are responsible for arranging their own hotel accommodation. Information can be obtained from the Geneva Tourist Office at the following:
Geneva Tourist Office
Tel: (+41-22) 909 70 00
Fax: (+41-22) 909 70 75
e:mail: info@geneva-tourisme.ch
http://geneva-tourisme.ch/eng/

For further information
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http://www.unece.org/trade/forums/forum01/index.htm

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